

**REMARKS**

The Office Action rejected Claims 1-7 as follows: Claims 1, 2, 4 and 5 were rejected under 35 U.S.C. § 102(e) as being anticipated by U.S. Patent Publication 2002/0033836 ("Smith") and Claims 3, 6 and 7 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Smith in view of U.S. Patent No. 5,566,098 ("Lucente et al.").

Claim 1 has been amended and Claims 6 and 7 have been canceled, without prejudice. Claims 1-5 are now pending in this application.

Claim 1, which is the only pending independent claim, has been amended to include subject matter from dependent Claims 6 and 7, which were rejected as allegedly being unpatentable over the combination of Smith and Lucente et al.

In the present invention, two registers are provided (i.e. ADC and SHL) for changing an image display direction of a display. The ADC register changes an output direction of segments, i.e. a horizontal direction, and the SHL register changes an output direction of columns, i.e. a vertical direction. The values of the two registers are set to zero ("0") in the normal operating state, as shown in FIG. 3(a) of the Specification, and the output of the display is accomplished simultaneously from left to right and from top to bottom to display an image.

However, if it is determined that a display direction change mode is selected, the values of the two registers are changed and set to one ("1"). See step 410 in FIG. 4. Then, according to the changed registers, the output directions of the segments and columns are reversed from right

to left and from bottom to top, respectively, and therefore, the screen display changes to the display shown in FIG. 3(b). See, e.g., page 7, lines 19-25 of the Specification.

In contrast, Smith merely discloses reversing horizontal and vertical directions of a viewing area when certain keys are pressed. Lucente, et al., which was cited to cure the defect of Smith failing “to disclose continuing to display the image and changing a value of one display direction selection register and display the image in accordance to the changed value” (Office Action, page 5), merely relates to automatically reorienting a display direction using a rotatable pen-based computer.

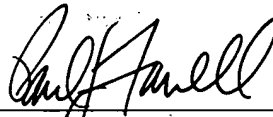
Smith and Lucente fail to disclose or suggest at least the recitation of *reversing both an output direction of segments and an output direction of columns according to the changed value of the at least one display direction selection register*, as in amended Claim 1.

Accordingly, Claim 1 is believed to be in condition for allowance. Without conceding the patentability *per se* of the dependent claims, Claims 2-5 are believed to be in condition for allowance for at least the above reasons.

Finally, we note that an Information Disclosure Statement (IDS) was filed on December 12, 2003, prior to receipt of the Office Action, which was mailed on December 10, 2003. Accordingly, consideration of the IDS with the next Office Action is respectfully requested.

The pending claims, i.e. Claims 1-5 are believed to be in condition for allowance. Should the Examiner believe that a telephone conference or personal interview would facilitate resolution of any remaining matters, the Examiner is requested to contact Applicant's attorney at the number given below.

Respectfully submitted,



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